

FORTUNE

PEOPLE TO WATCH

Faith Popcorn



■ Popcorn claims no clairvoyant powers, but hundreds of corporations put faith in her marketing predictions. She founded **BrainReserve** in 1974 to forecast consumer trends and help companies reposition failing products or develop new ones. Some current prophesies: Within five years she expects to see compact television sets that contain tape players, VCRs, radios, and telephones. She also predicts the emergence of a restaurant chain that serves a wide variety of ethnic food. Popcorn, 40, comes up with trends by interviewing 2,000 consumers a year, analyzing television programs, and reading best-selling books and magazines. She never read the future better than when she changed her name from Poppa-corne 20 years ago. "My name is a great marketing device," she says. "It's made what I'm doing a lot more noticeable."

— Kate Ballen

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